



KDNL  
1215 Cole St  
St Louis, MO 63106

Campaign Group-Philadelphia  
1600 Locust St  
Philadelphia, PA 19103

## Contract # 1357510

### Schedule Dates

08/21/12-08/27/12

### Advertiser

Jay Nixon Campaign (73269)

### Agency

Campaign Group-Philadelphia (4642)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

JAY NIXON FOR GOVERNOR (217199)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

CABANEL, LISA

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

JAY NIXON FOR GOVERNOR  
JAY NIXON FOR GOVERNOR  
REP-FRAN BROWN

08/20/12

08/20/12

Rita Schmidgall

No

ECR09798059

A35+

Normal

15.00

\$66.00

\$374.00

St Louis (KDNL)

By Broadcast Month

Aug. 2012

Sep. 2012

Grand Total:

Spots

6

1

7

Rate

\$360.00

\$80.00

\$440.00

*[Handwritten signature]*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/21/12-08/24/12	3i	:30	7A- ABC-Good Morning America	3		X	X	X	X			3	\$40.00	\$120.00	St Louis (KDNL)	GMA	8/20/12
2.0	Normal Line / SPOT (2)	08/21/12-08/24/12	3i	:30	7A- ABC-Good Morning America	3		X	X	X	X			3	\$80.00	\$240.00	St Louis (KDNL)	GMA THESE ARE :60	8/20/12
3.0	Normal Line / SPOT (2)	08/27/12-08/27/12	3i	:30	7A- ABC-Good Morning America	1	X							1	\$80.00	\$80.00	St Louis (KDNL)	GMA THESE ARE :60	8/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9798059 Ver# 1 Status New Traffic Order# 1357510 Printed: 08/20/2012 11:08 AM 1 of 2  
 EC'd Yes Last Received: 08/20/2012 10:59 AM  
 Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO  
 Advertiser ( ) POLITICAL  
 Product JAY NIXON/GOVERNOR  
 Estimate#  
 Buyer LISA CABANEL  
 Phone#  
 Fax#

Agency ( ) CAMPAIGN GROUP  
 1600 LOCUST STREET  
 PHILADELPHIA, PA 19103  
 Agency C/P1/P2/E  
 Flight Dates 08/21/2012 - 08/27/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) FRAN BROWN  
 Salesperson Phone# 215-563-5400  
 Salesperson FAX# 215-563-2974

New  
 ENTERED

-- CONTRACT COMMENT --  
 JAY NIXON FOR GOVERNOR \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/21-08/27	7A-9A	GMA	3 :30	\$40.00	TU-F,M	3	1	3	\$120.00
Rating: 1.0										
2	08/21-08/27	7A-9A	GMA	3 :60	\$80.00	TU-F,M	4	1	4	\$320.00
Rating: 1.0										

Buyline Comment: THESE ARE :60

--REPORT TOTALS--  
 Report Totals: 7 / \$440.00

--SALES MONTHLY TOTALS--  
 Aug 12: 5 / \$320.00  
 Sales Totals: 7 / \$440.00  
 Station Totals: 7 / \$440.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--  
 Market Totals \$55,000  
 CABL 0% KTUI 22%  
 KMOV 38% KPLR 2% KSDK 35%  
 UNKN 0% WRBU 0%

--COMPETITIVE COMMENTS--  
 SEP NEWS AND 10P NEWS PER BUYER CRRS ARE HIGHER THAN OTHER STATIONS IN THE MARKET FOR THE STG

Comment - ~~Not a~~ *loweys News rates to be competitive*

Printed: 08/20/2012 11:08 AM  
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 Showing Buylines: All Lines

Traffic Order#

Status New

Ver# 1

9798059

Rep Order#  
 EC'd Yes

Station KDNL-TV ST. LOUIS MO  
 Advertiser ( ) POLITICAL  
 Product JAY NIXON/GOVERNOR  
 Estimate#  
 Buyer LISA CABANEL  
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 Salesperson Phone# 215-563-5400  
 Salesperson FAX# 215-563-2974

Books FEB12  
 Demos RA35+

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Lisa Cabanel,

being/on behalf of: Jay Nixon, a legally

qualified candidate of the Democratic political

party for the office of: Governor

in the Primary

election to be held on: August 7 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Jay Nixon For Missouri

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Craig Hosmer Tres

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title